CASE STUDY: CUSTOMER COMMUNICATIONS

Broadridge®

# Migrating to a Customer Communications Specialist — and Saving Millions

## THE CHALLENGE

A large US telecommunications provider wanted to improve the quality and efficiency of its customer communications. The company asked Broadridge to:

- Optimize postage for faster delivery and postage savings
- Save it the cost and hassle of updating an in-house facility
- Create opportunities to cross promote and upsell to customers

## THE SOLUTION

Broadridge migrated more than 10 million accounts from the client's document delivery system to one of Broadridge's high-tech facilities. Our project management team put detailed processes in place to ensure a seamless transition:

- All project plans followed key practices for risk and change management
- Broadridge ensured that the client had one point of contact throughout the process
- A communication plan kept all stakeholders informed of the project status to avoid delays

## THE RESULTS

As a result of outsourcing to Broadridge, the company anticipates saving millions of dollars in postage and production costs.

### ABOUT BROADRIDGE CUSTOMER COMMUNICATIONS SOLUTIONS

Our Customer Communications solutions transform how organizations communicate with their customers by creating an optimal, integrated digital and print experience. By seamlessly connecting customers with relevant content across the existing and emerging channels they prefer, your transactional, marketing and regulatory communications can drive efficiency, engagement and results.

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT US AT**
+1 (844) 364-4966
BROADRIDGE.COM



© 2017 Broadridge Financial Solutions, Inc., Broadridge and the Broadridge logo are registered trademarks of Broadridge Financial Solutions, Inc.
MKT_8096_17